

**ABSTRACT**

A system, method, and apparatus for facilitating information interexchange between a telecommunications network serving a wireless communications device and an information service provider. The telecommunications network includes at least one node that monitors realtime information associated with a telecommunications device within the telecommunications network. The node reports the realtime information associated with the telecommunications device to a Business-to-Business (B2B) engine, which, upon receiving the realtime information, forwards the realtime information to the information service provider. The information service provider, in turn, provides a service to a subscriber associated with the telecommunications device.